



IBM Software Group

IBM Enterprise Content Management Trends and Directions

by Cataldo Mega
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Enterprise Content Management



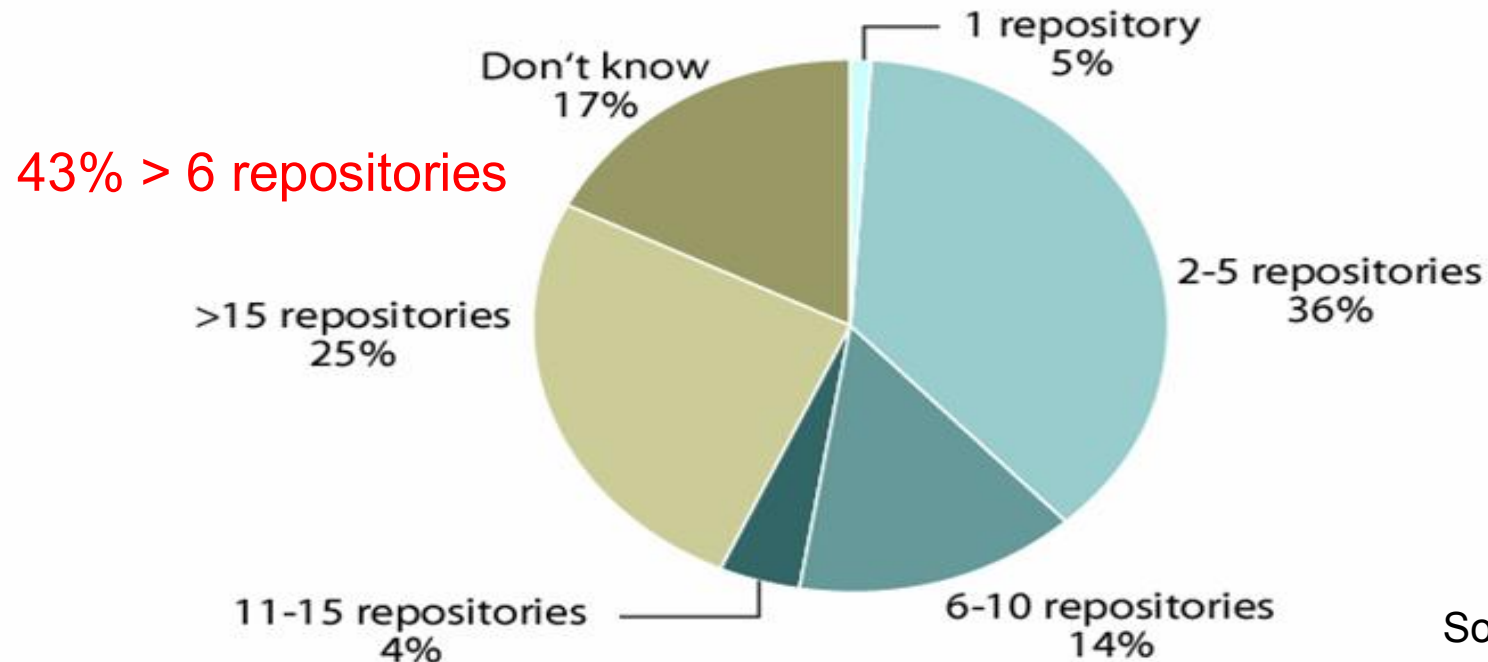
@business on demand software

IBM Enterprise Content Management Strategy

■ ECM as Infrastructure

- ▶ Makes content management available as a service
- ▶ Unified infrastructure eliminates redundancies (workflows, content models, etc.)
- ▶ Integrates collaboration as a design element, vs. a bolt-on afterthought
- ▶ Foundation for Knowledge Management

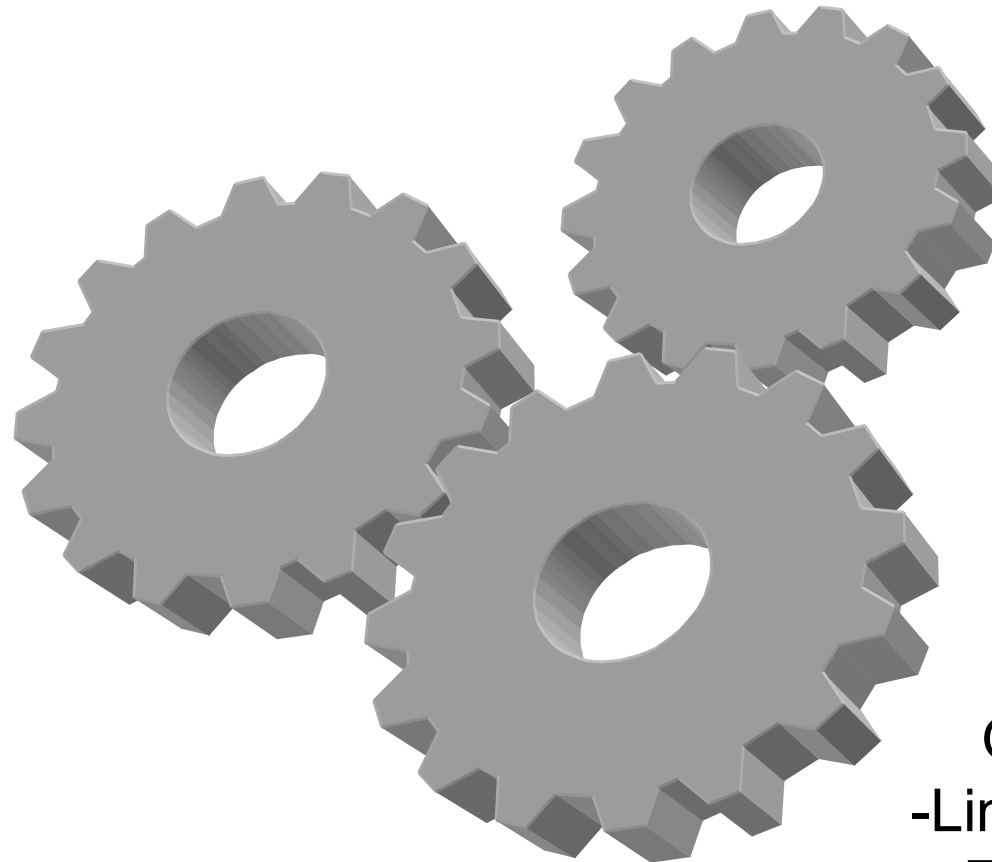
"How many unstructured repositories are you currently managing across the enterprise?"



Source:
Forrester Research

Content Usage within an Enterprise

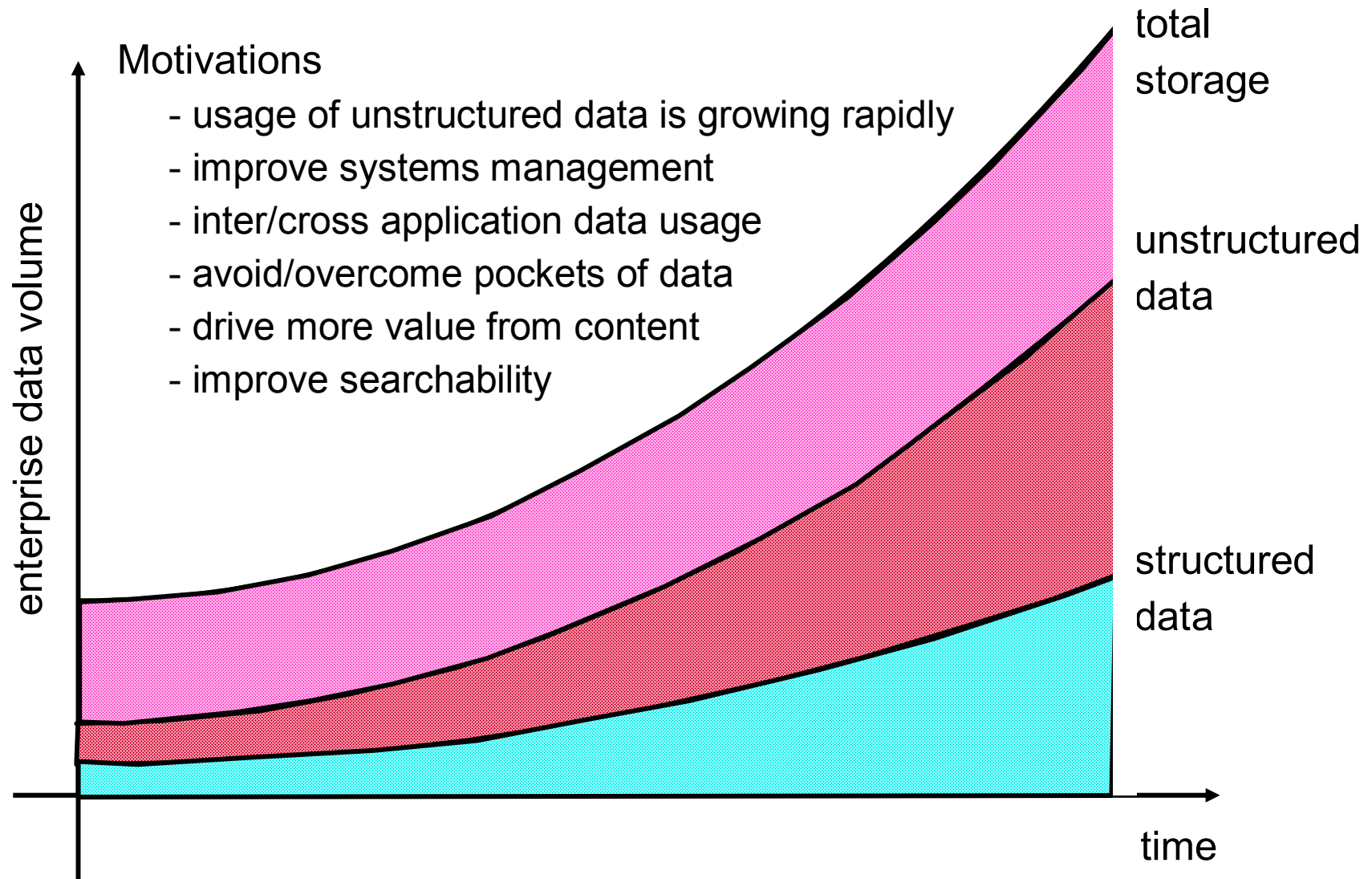
Collaboration
& Web
Content
Management



Specialized
-Digital Media
-Education
-Entertainment
-Archives
-...

Operational
-Line of business
-Transactional
-...

Enterprise Issues and Motivations



And ... Compliance

CSFB Banker Quattrone Resigns

Star During Tech Boom Now Facing Investigations of Document Handling

Brooke A. Masters--Washington Post Staff Writer
March 5, 2003; Page E1

Frank P. Quattrone, the Credit Suisse First Boston Corp. banker who became a star during the Internet boom, quit today in the face of allegations that he destroyed documents to obstruct an investigation by New York state Attorney General Eliot L. Spitzer and U.S. Attorney James R. Comey of the Southern District of New York.

E-Mails Reveal Shuttle Concerns

NASA Engineers In Va. Fretted About Inaction

R. Jeffrey Smith--Washington Post Staff Writer
February 22, 2003; Page A1

NASA engineers at the Langley Research Center in Virginia expressed frustration during and shortly after the space shuttle Columbia's disastrous flight that the space agency failed to investigate thoroughly whether it had been seriously damaged by debris during launch, according to a series of internal e-mails disclosed yesterday. In one e-mail sent three days before the shuttle disintegrated on Feb. 1 as it hit the atmosphere, a Langley...

Credit Suisse Puts Banker On Leave

E-Mail Suggests He Was Aware of Probes
Brooke A. Masters--Washington Post Staff Writer
February 4, 2003; Page E1

Credit Suisse First Boston Corp. put star investment banker Frank Quattrone on administrative leave yesterday after discovering e-mails that suggest he knew about ongoing criminal and regulatory probes when he and a subordinate advised employees to "clean up those files," sources familiar with the matter said. The U.S. attorney's office in Manhattan...

E-Mail Evidence Allowed in J.P. Morgan Case

Official's Messages May Bolster Claim Company Helped Enron Hide Debt
Peter Behr--Washington Post Staff Writer
December 24, 2002; Page E2

A federal judge ruled yesterday that e-mails from J.P. Morgan Chase & Co. official referring to "disguised loans" may be entered as evidence in civil trial, supporting allegations that the company helped Enron Corp. conceal its growing debt before its collapse. U.S. District Judge Jed S. Rakoff initially kept the memos by Chase Vice Chairman Donald Layton to others within the financial group away from the jury, saying their impact could...

5 Firms To Pay for E-Mail Lapses

\$1.65 Million Fines, Promises to Improve
Ben White--Washington Post Staff Writer
December 4, 2002; Page E1

Five Wall Street firms agreed today to pay \$1.65 million each to settle allegations that they failed properly save e-mail. The fines, levied by the Securities and Exchange Commission and the securities industry's two self-regulatory bodies, the New York Stock Exchange and NASD, are separate from the much larger amounts a dozen Wall Street firms are expected to pay as part of a proposed "global settlement" to end several conflict-of-interest cases.

INS Under Pile of Backlogged Paper

Agency Reveals It Shuffled 2 Million Documents to Warehouse in the Midwest
Christopher Newton--Associated Press
August 3, 2002; Page A8

More than 2 million documents filed by foreigners from change-of-address forms to requests for benefits, have been piling up for years and only now are being reviewed by the government, senior U.S. officials said yesterday. Immigrant advocates said that means some foreigners deported secretly after Sept. 11 might have been in compliance with laws they were expelled for breaking. The government has not revealed previously the extent to which...

Lawmakers Ask Stewart For More Documents

Ben White--Washington Post Staff Writer
August 7, 2002; Page E1

A congressional committee today requested more documents regarding the sale of ImClone Systems Inc. stock by high-profile media company owner Martha Stewart. Rep. W.J. "Billy" Tauzin (R-La.), chairman of the House Energy and Commerce Committee, chastised Stewart and her attorneys in a sharply worded letter for not moving fast enough to explain why she sold her ImClone shares Dec. 27, the day before the company announced that the...

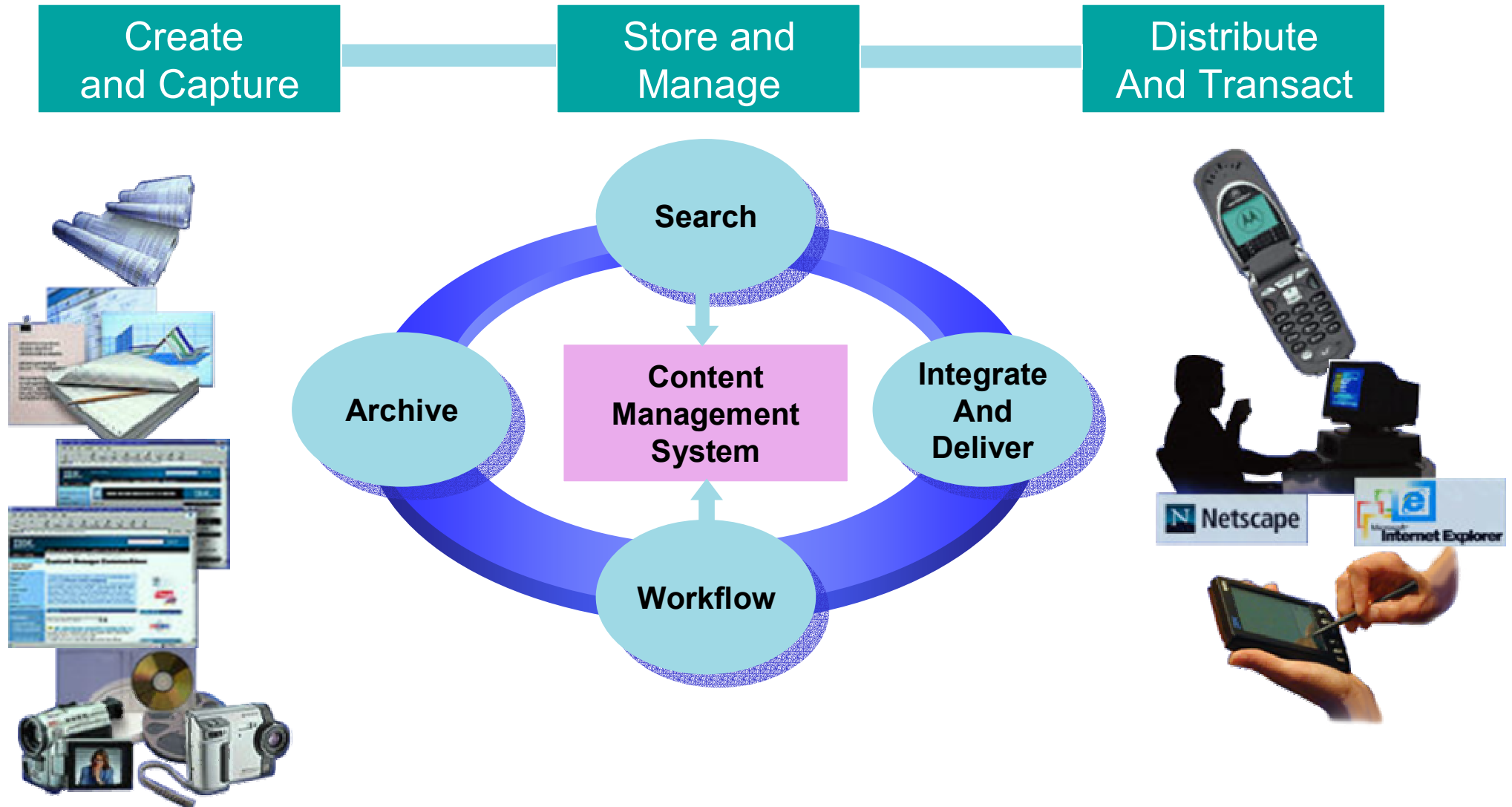
Federal Court Subpoenas United Way Financial Data

Charity Asked for Documents Dating to 1997

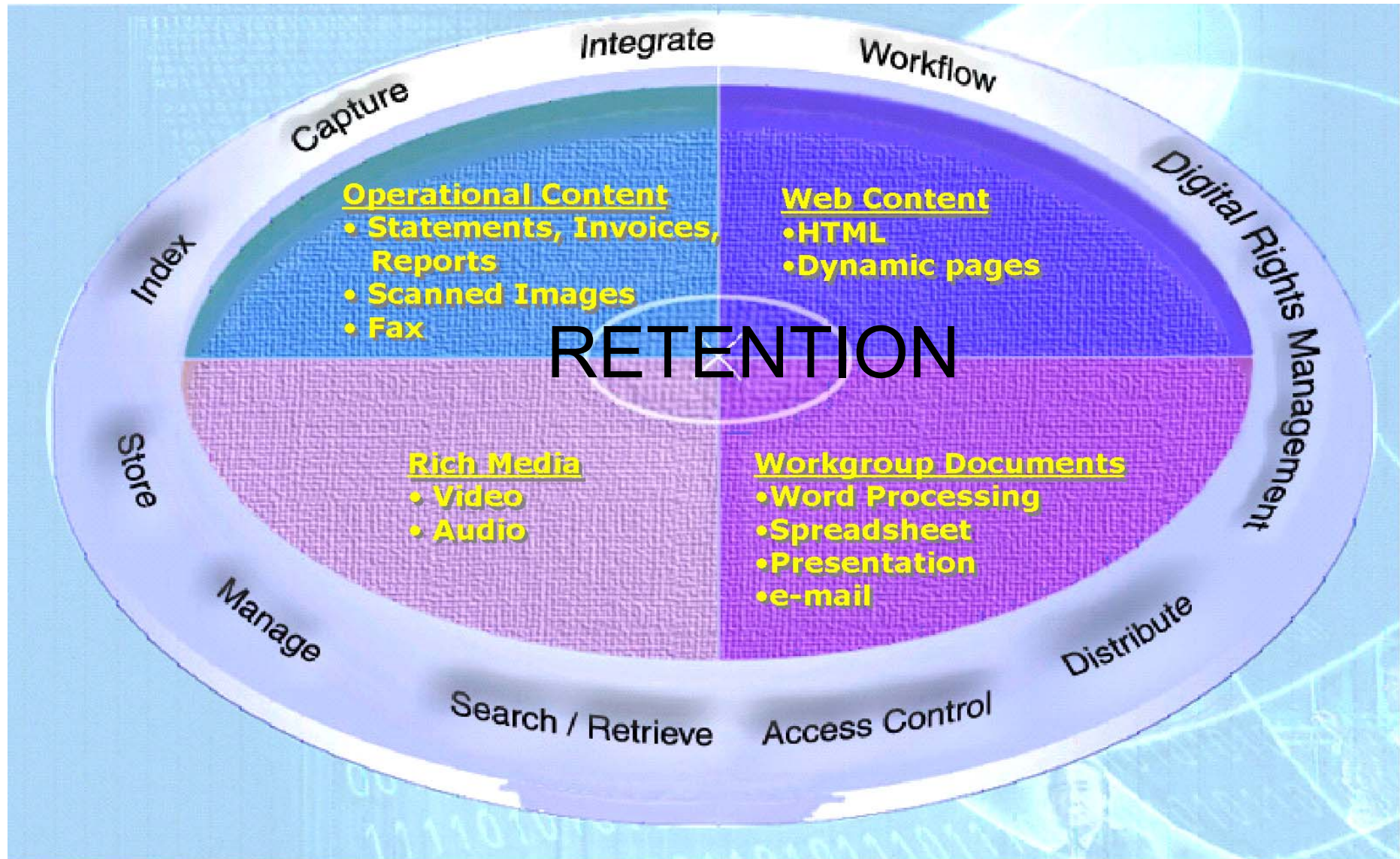
Peter Whoriskey--Washington Post Staff Writer
July 17, 2002; Page B1

FBI agents delivered a subpoena yesterday to the United Way of the National Capital Area, requesting the charity's financial records, board membership lists and other documents. The grand jury subpoena was delivered to Norman O. Taylor, chief executive of the group, and called for documents dating to 1997, according to Irving Kator, the attorney for the charity. The federal inquiry follows a year of allegations of financial mismanagement at the...

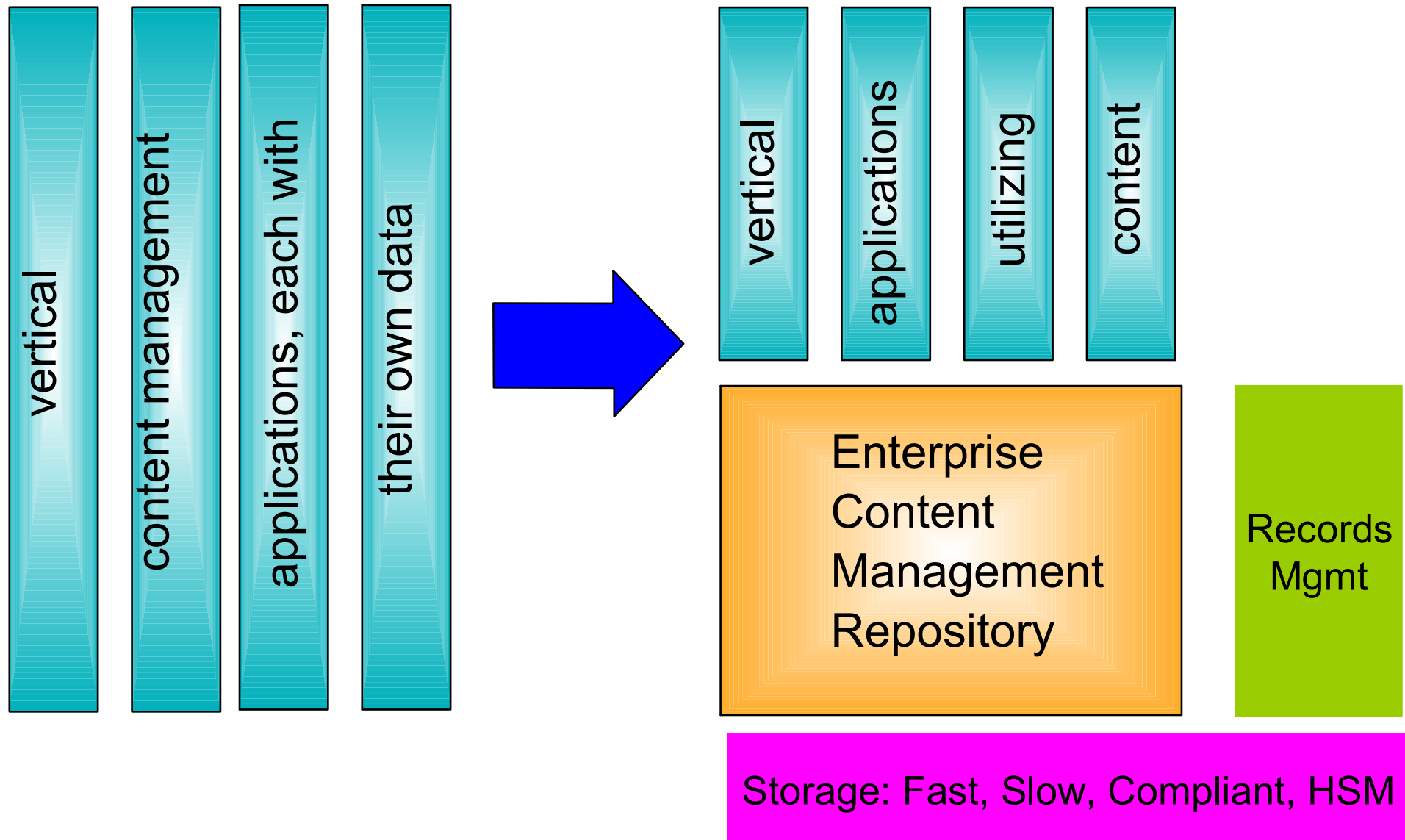
Basics of Enterprise Content Management



e-business content and its lifecycle



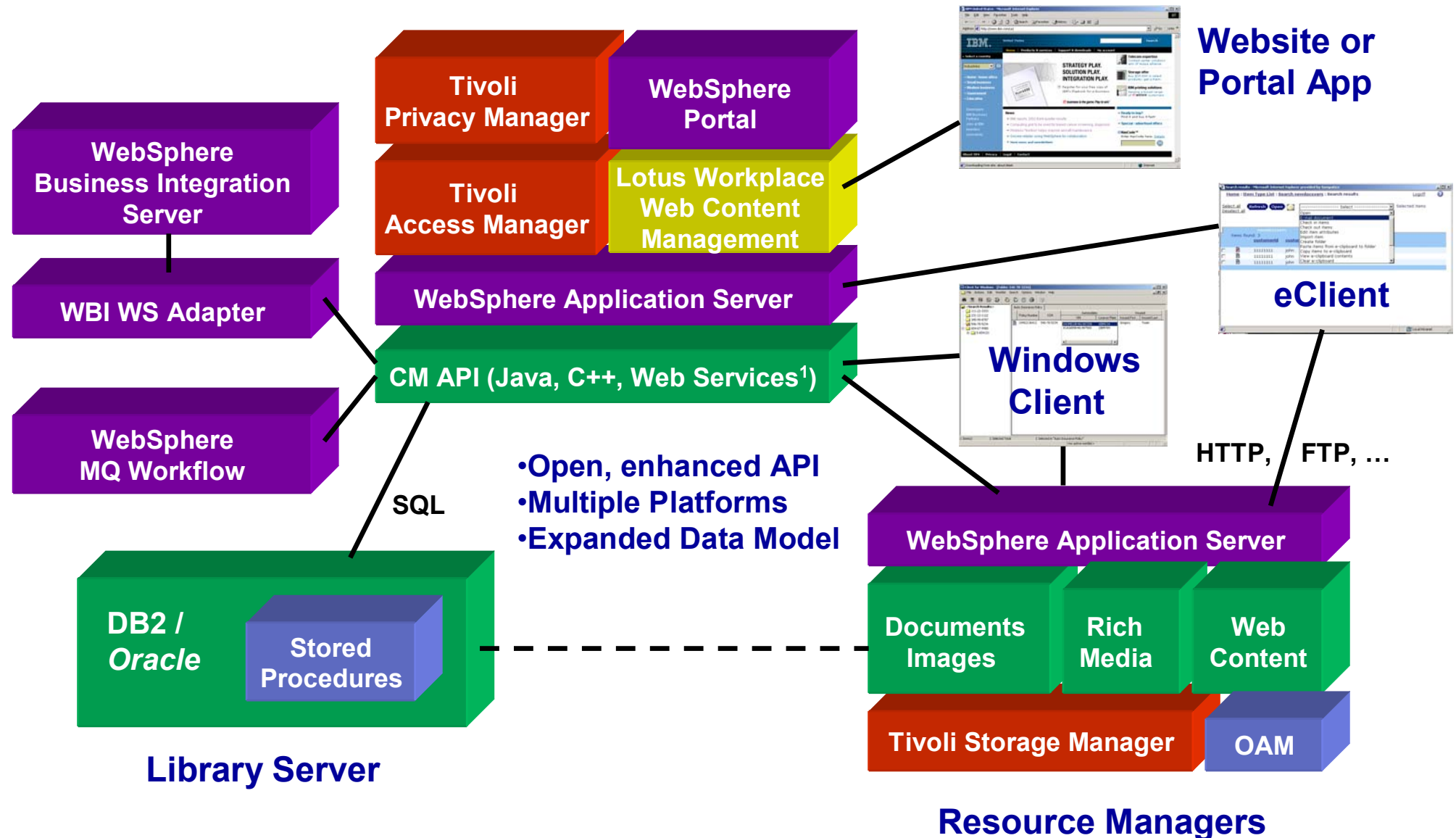
Content Management to Enterprise Content Management



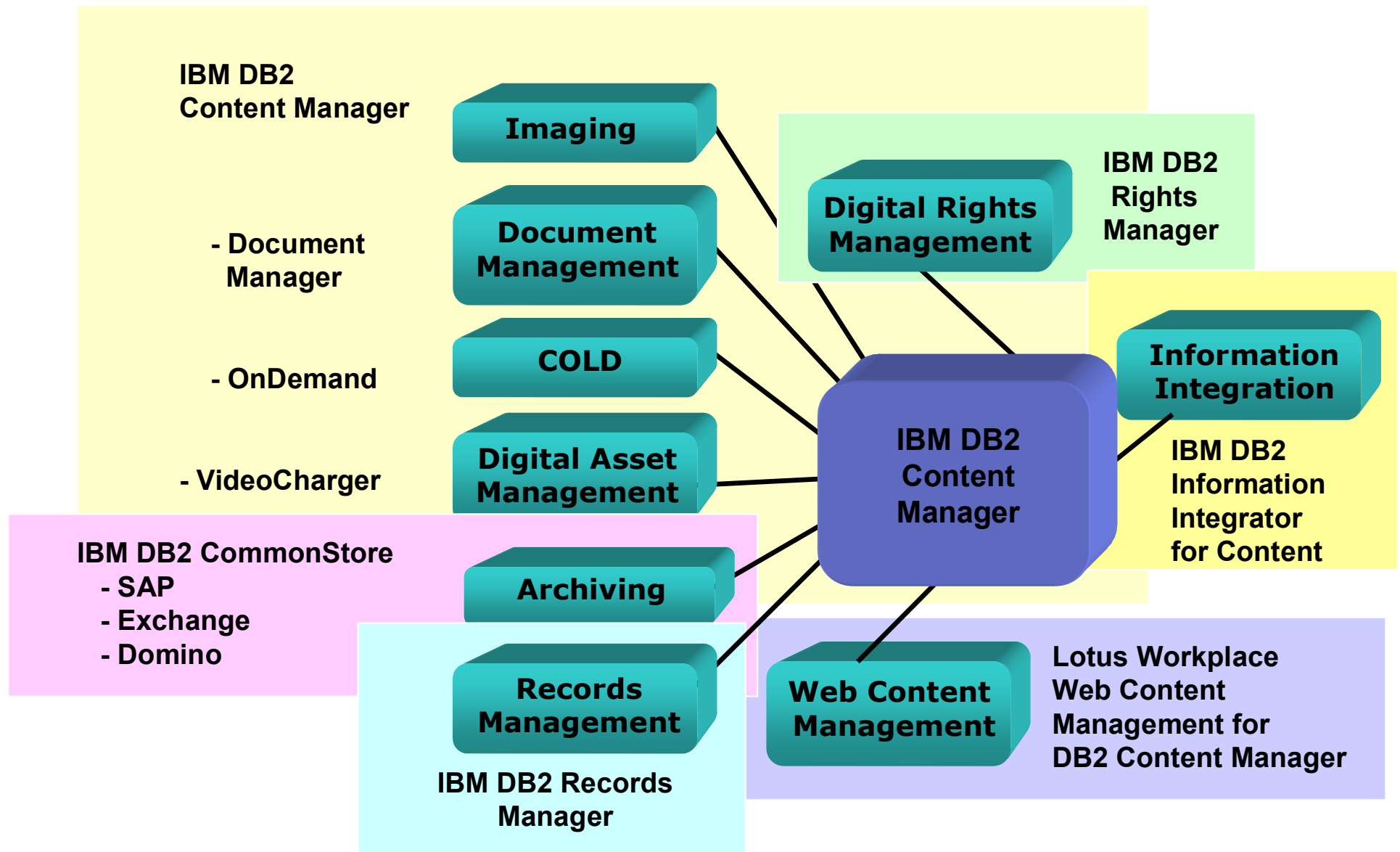
Content Management Portfolio Strategy

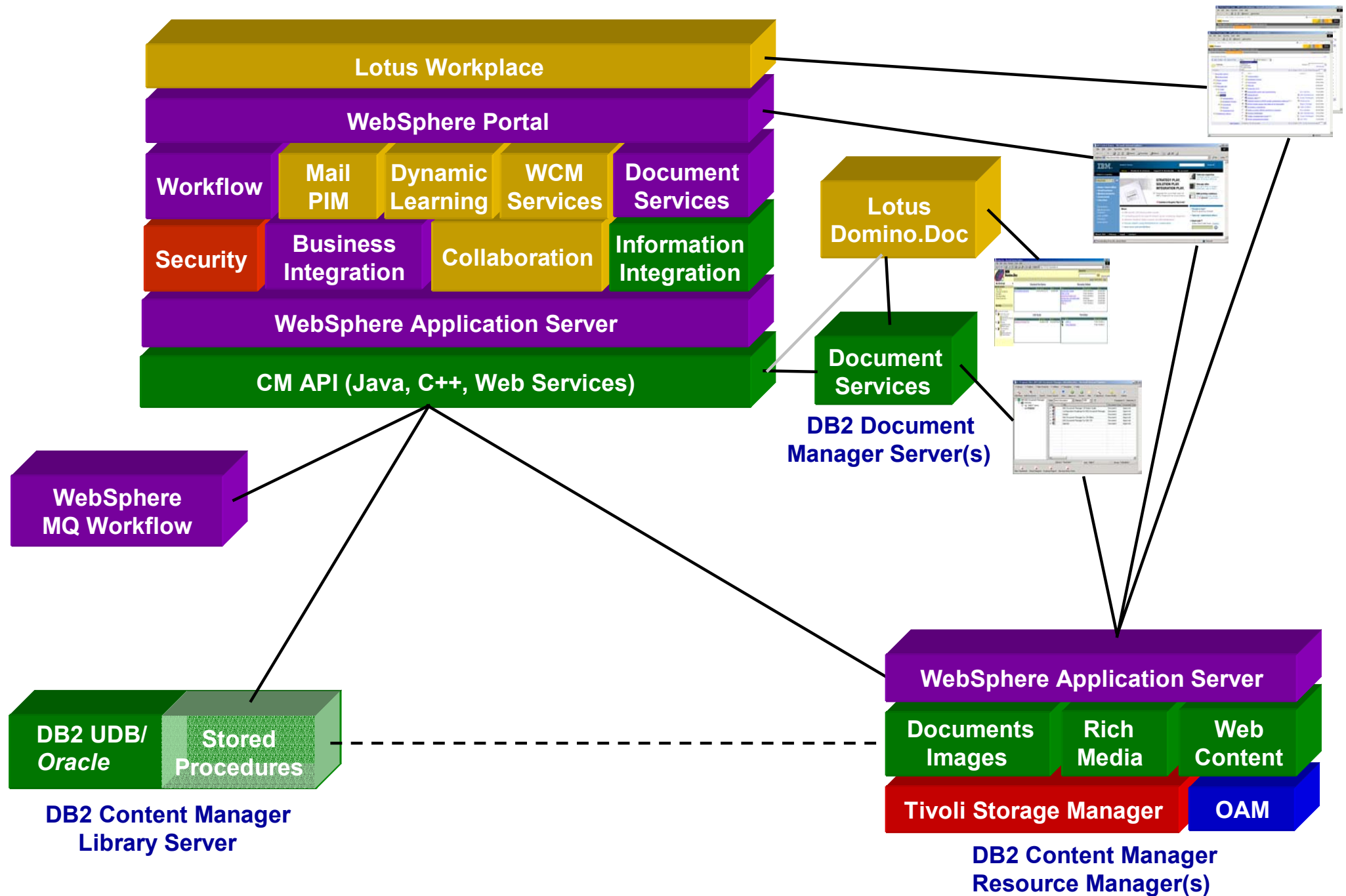
- Capture, store, and manage all forms of content
- Facilitate content lifecycle
- Complete and scalable, content management functionality
 - Document management
 - Image management
 - Digital asset management
 - Report management
 - Web content management
 - Records management
 - Digital rights management
 - Email/Messaging archiving and management
 - Collaboration tools
 - ...
- Enterprise-scale business process management
- Cross-portfolio, out-of-the-box integration
- Rich, common client platform

DB2 Content Manager Architecture



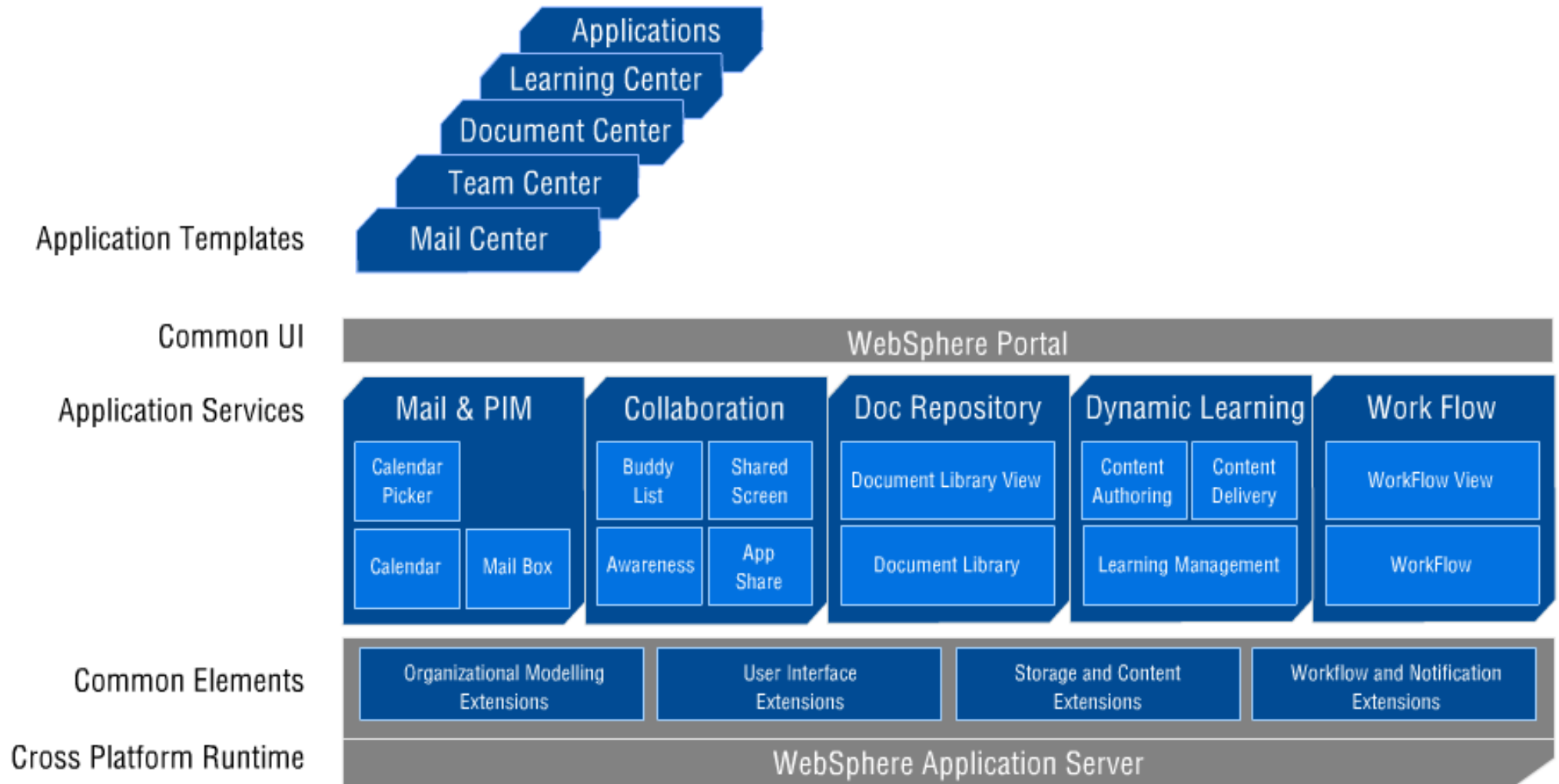
Content Manager Applications



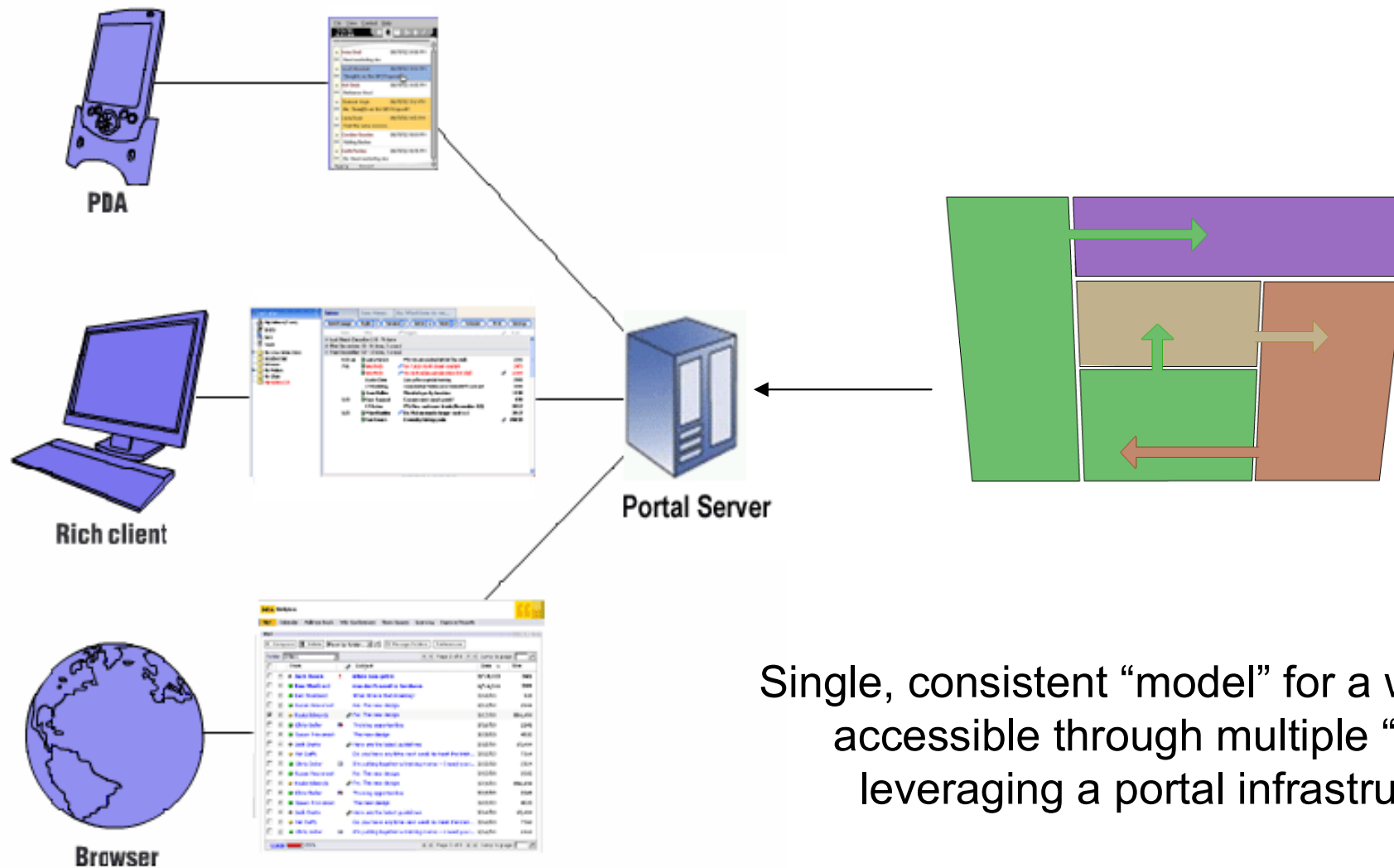


Workplace

A common workspace to bring it all together



Anywhere, Anytime Access to a Workplace



Single, consistent “model” for a workplace accessible through multiple “views” leveraging a portal infrastructure

Comprehensive Workflow

BUSINESS PROCESS CHOREOGRAPHER

General purpose business process modeling

Full BPEL

Can be used for document routing

ECM actions from BPC flows via web services

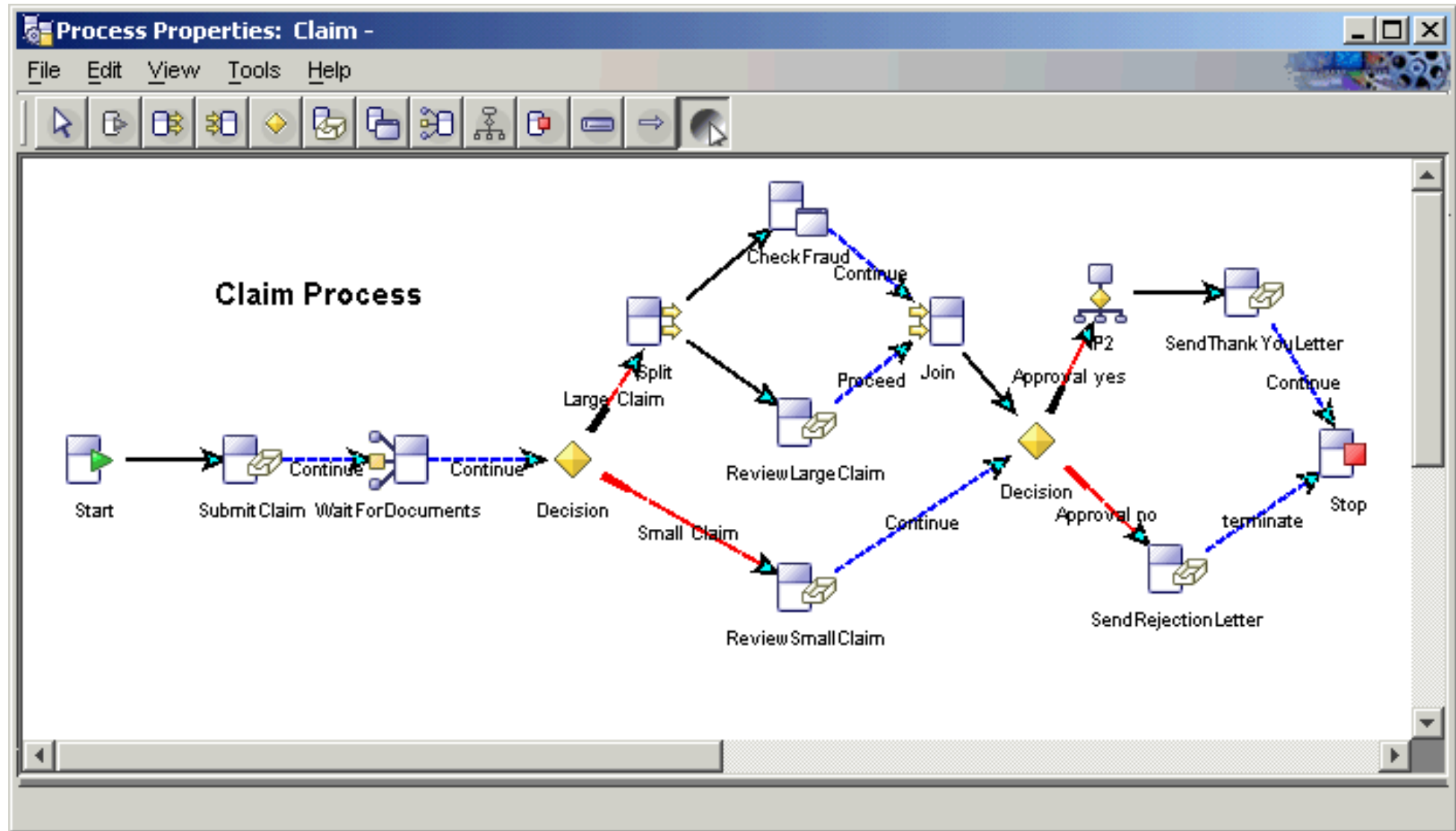
ECM Embedded WF

ECM embedded flows

Constrained to doc routing scope

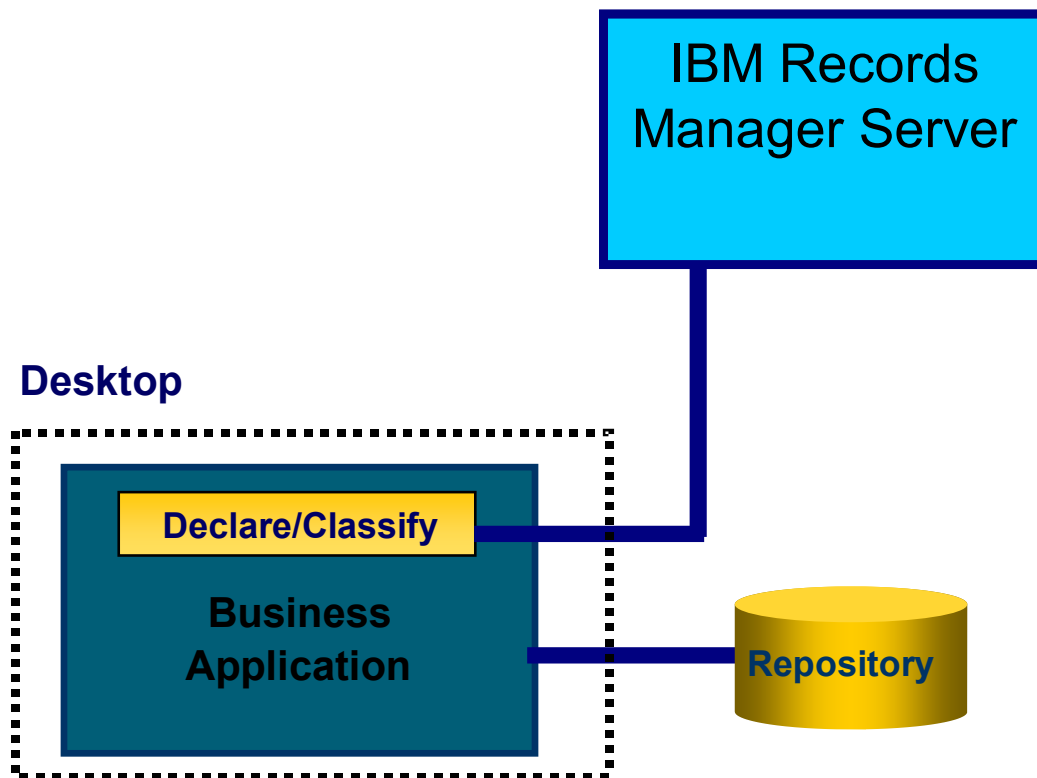
Used alone within an ECM solution
or as a sub-flow with BPC

Content Manager Graphical Workflow Builder



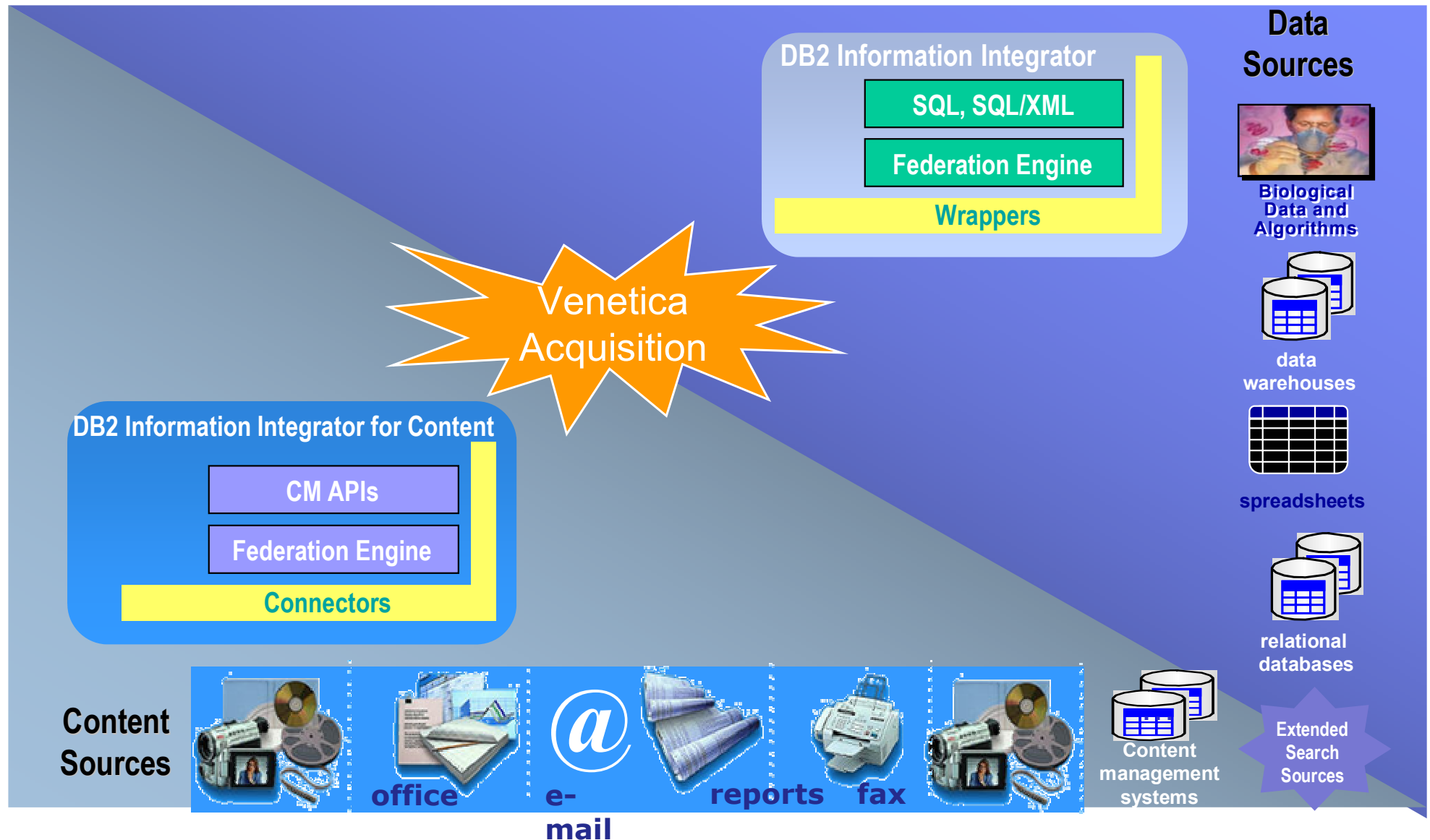
IBM Records Manager

Records Engine

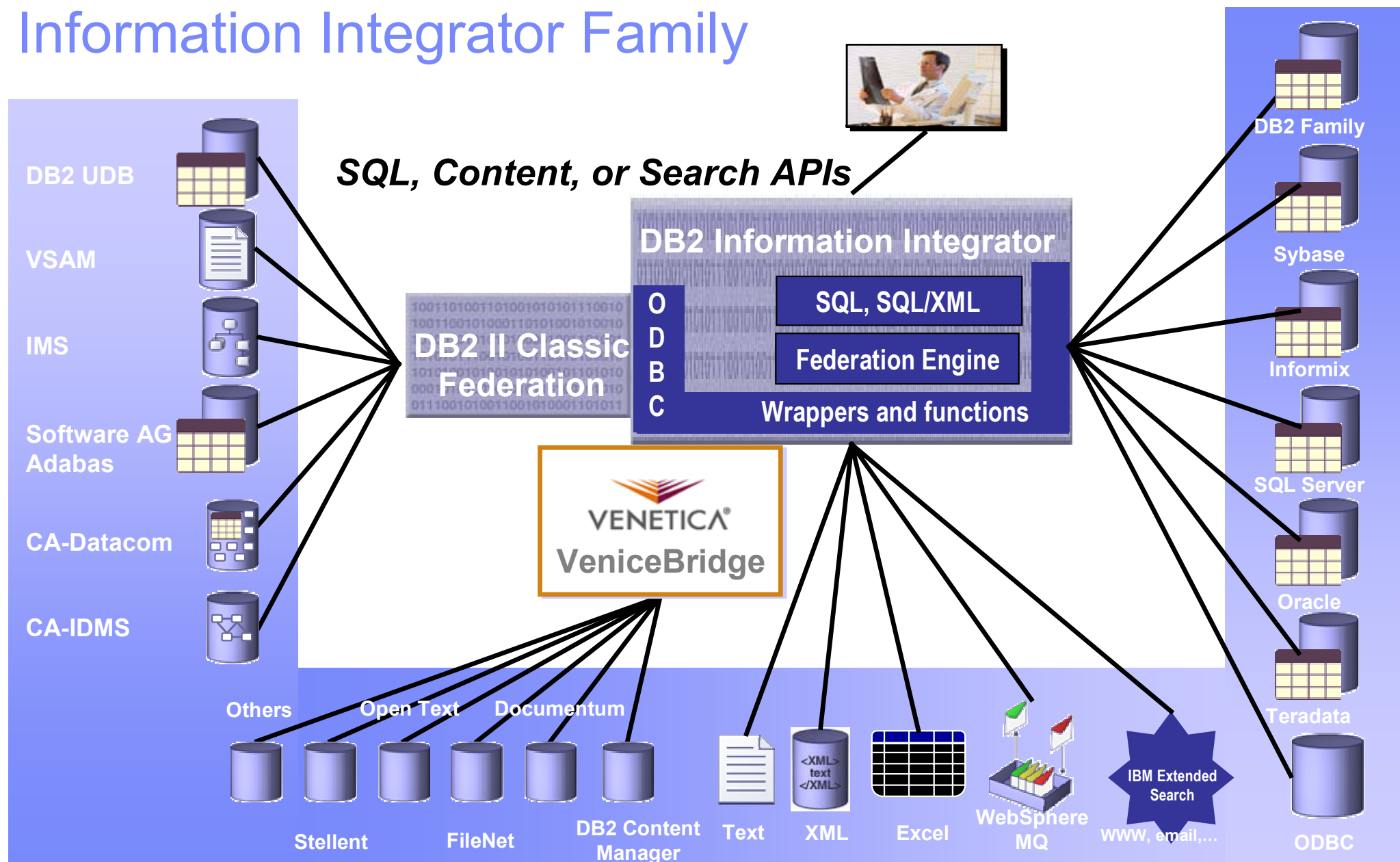


- Declared Records Not Disturbed
 - ▶ No records software for users!
 - ▶ Preserve application security
- No Recordkeeping Application Software
 - ▶ Nothing to install/maintain on desktops
- Recordkeeping for ANY Desktop Application
 - ▶ No limitations

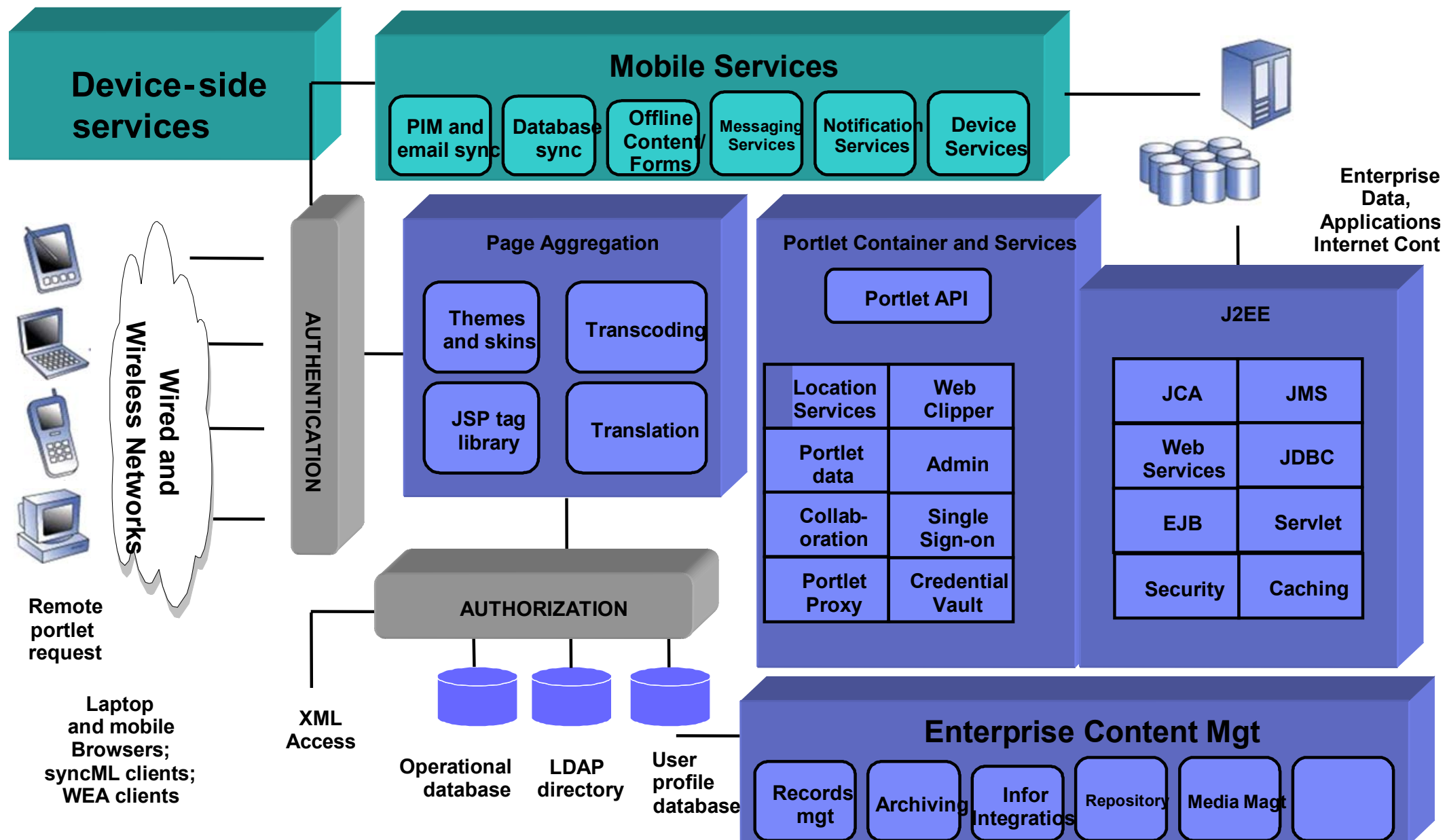
Information Integration



Information Integrator Family

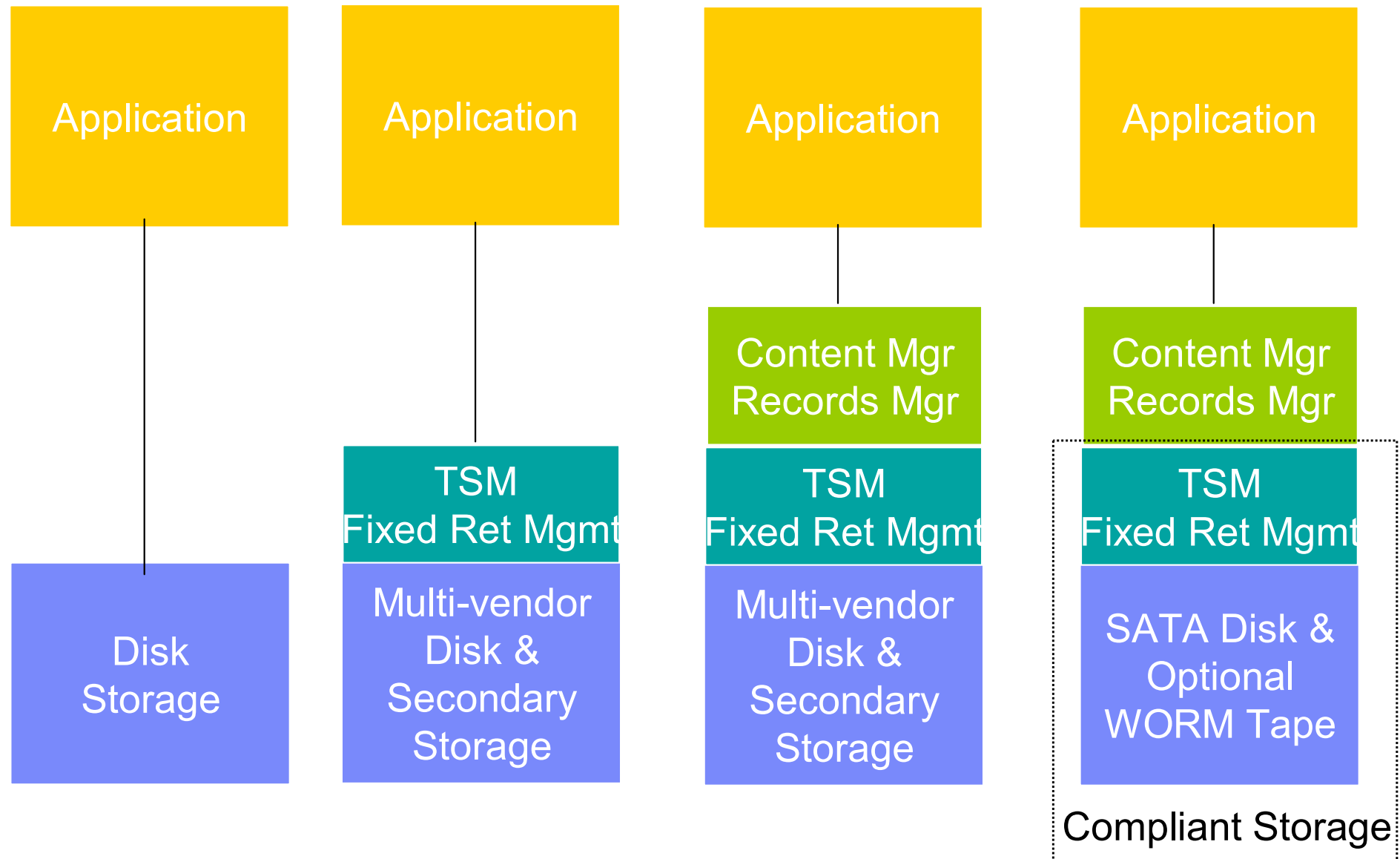


Content Management in WebSphere Portal



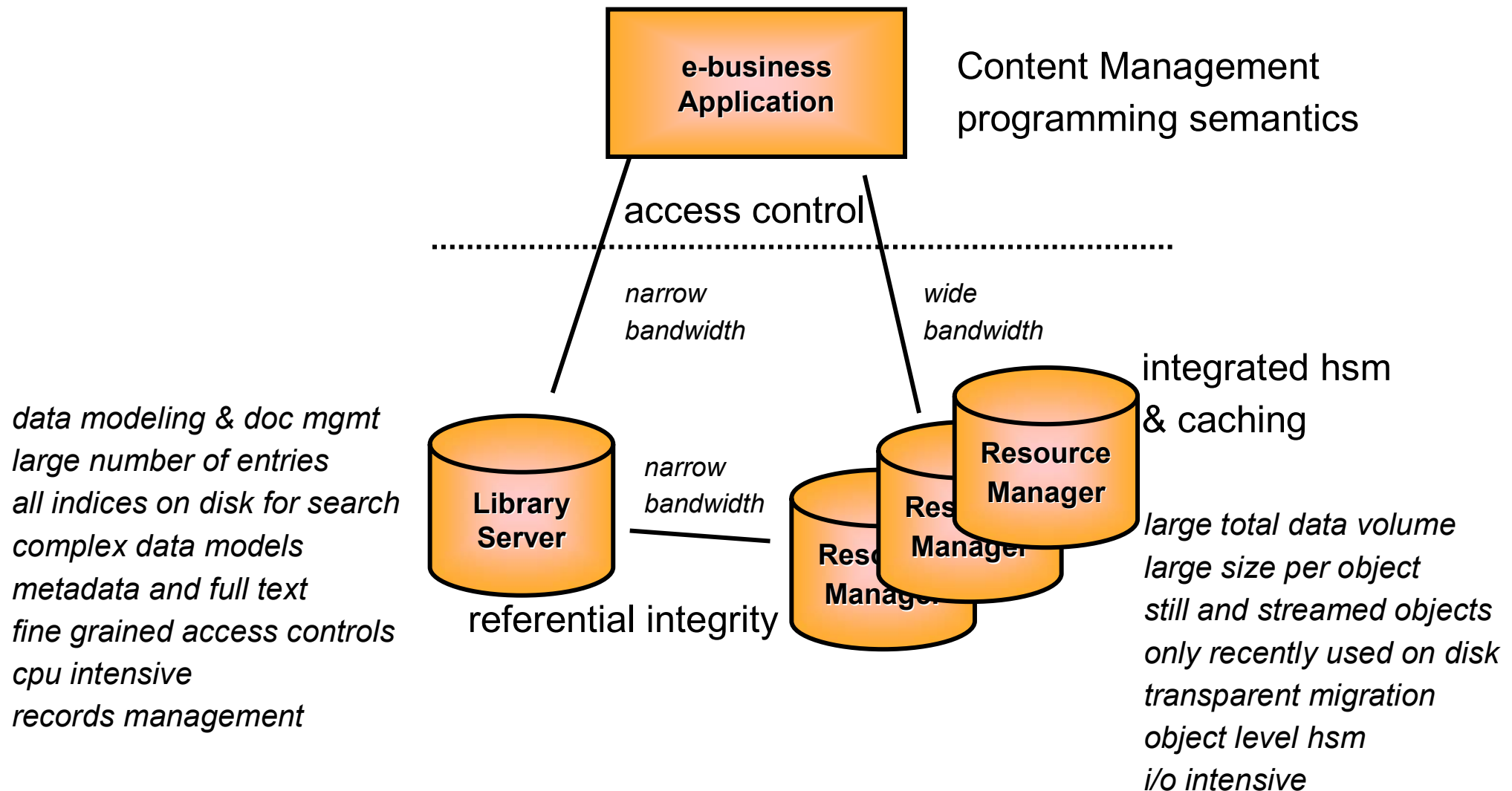
Leverages/extends the Portal framework and e - Business Programming Model

Content and Data Retention Solutions

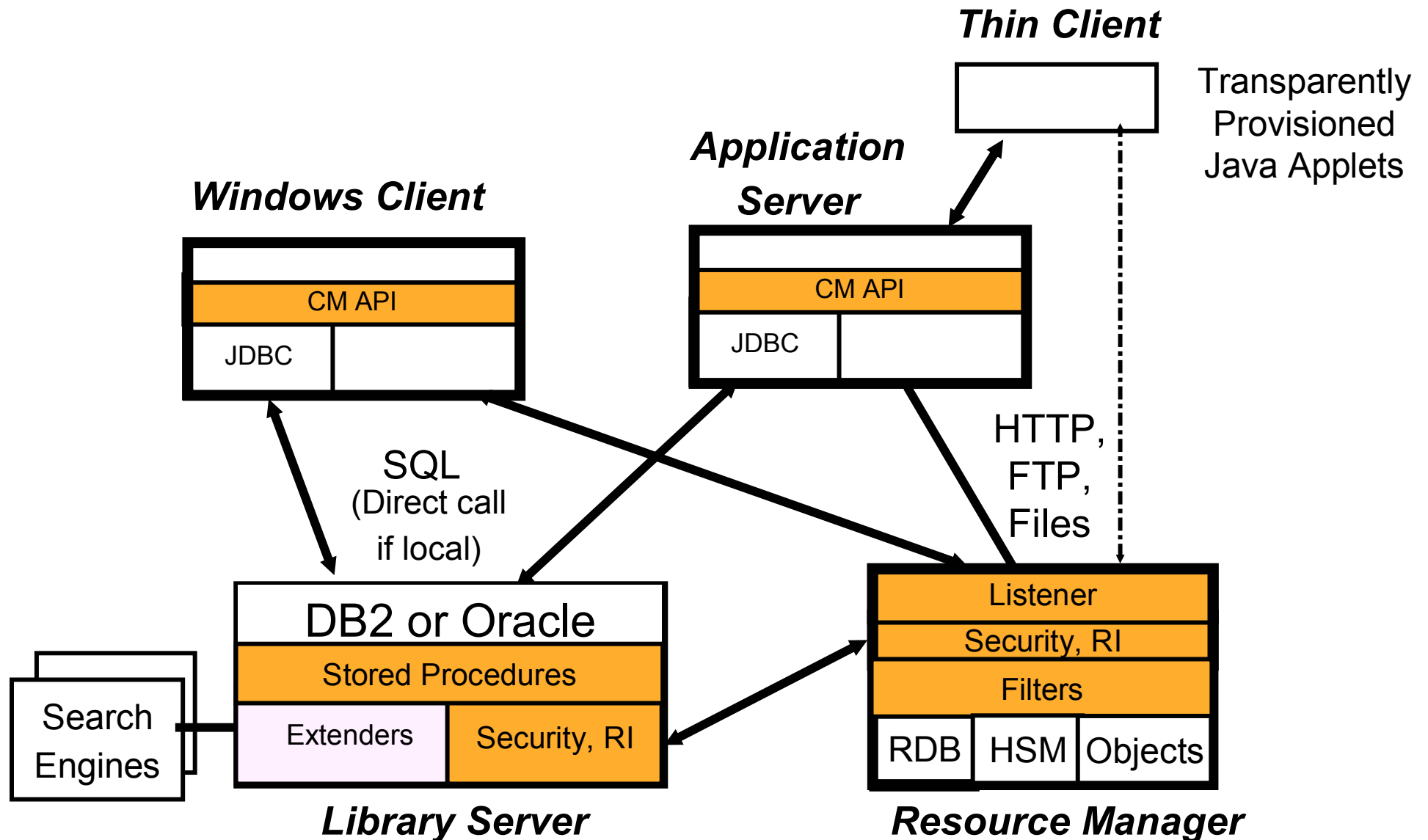


Content Management repository structure

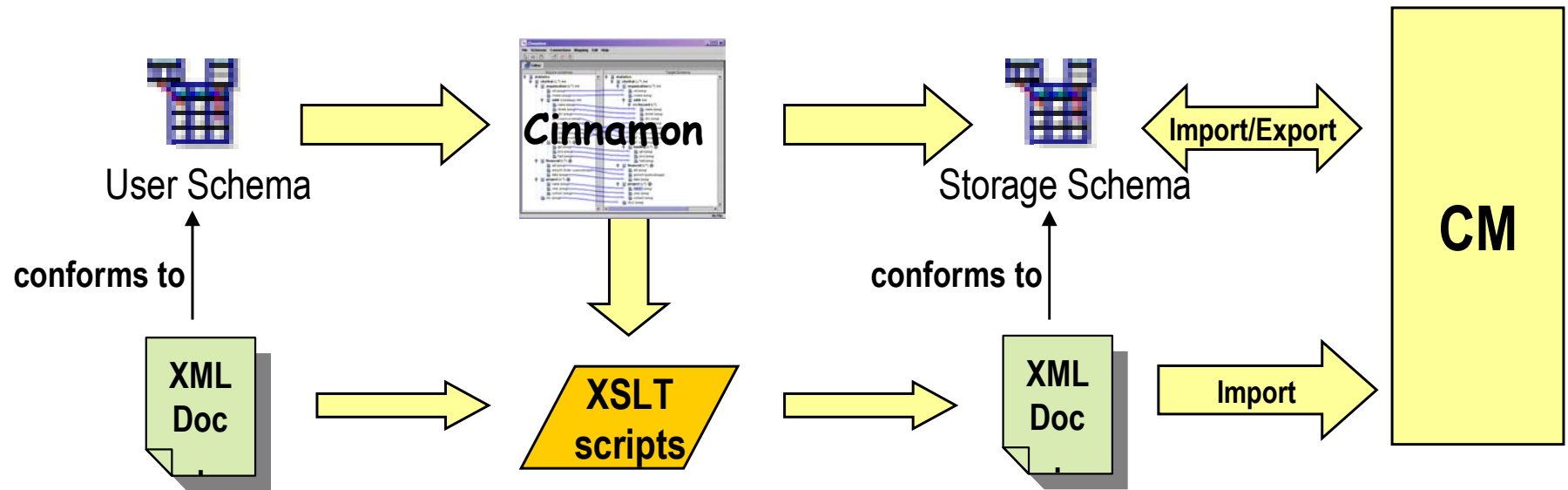
or why don't we just do this with a database ?



Content Manager V8 Architectural Overview



XML Schema Mapping



- Maps a user's XML Schema into a CM repository schema
- Allows user to edit this mapping via a schema editor
- Generates XSLT scripts of the mapping
- Schemas, mappings, and XSLT scripts stored in CM
- Provides schema import, export and XSLT transformation services